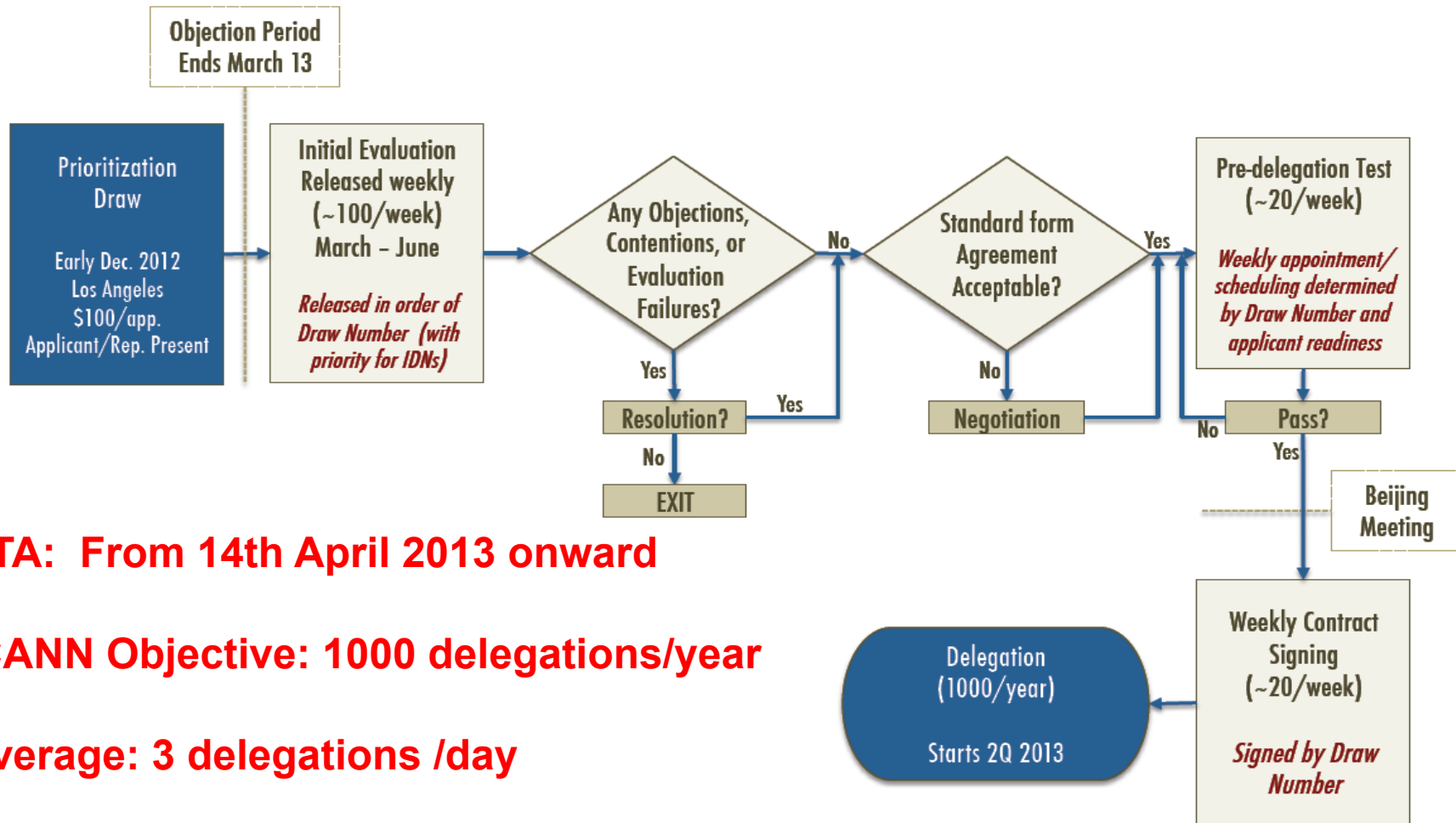




eBrand Services

***Registry Launch &
Management***

ICANN Proposed Schedule



ETA: From 14th April 2013 onward

ICANN Objective: 1000 delegations/year

Average: 3 delegations /day

Draw

- A priority number will be assigned to each applicant for each individual application.

1) Batch 1: applicants who opted in:

- IDNs have the priority.
- Non-IDNs will be next.

2) Batch 2: applicants who opted out:

- IDNs have the priority.
- Non IDNs will be next.

- **Priority number will determine the order in which the applications will be evaluated at each stage.**

Step 1: Objection

- Objection period is scheduled to end March 13th 2013.
- Applications free of objections and contention will proceed to the next step.
- Applications which fail the Initial Evaluation phase are required to clear an extended evaluation first. Following that, they can proceed to clear/respond to the objections received.
- If an application can pass the extended evaluation, and/or reconcile the received objection, they will proceed to the next stage in the same week as the applications that were free from objections and/or contentions.

Step 2: Accepting Standard agreement

- Applications that pass step 1 have two options:

1) to accept the posted standard agreement and move to the next phase

OR

2) to elect and enter into a contract negotiation with ICANN

- Applicants will enter a negotiation queue and be processed based on 'draw number.'
- Multiple negotiations will occur simultaneously.
- Once the negotiation is completed, the application will be processed the same week as the applications that opted to agree to the standard contract.

➤ **Please note: the contract will not be executed at this stage.**

Step 3: predelegation testing

- Applicants that successfully proceed from the contract negotiation/ acceptance are then required to make an appointment for predelegation testing.
- There will be 20 slots per week.
- Missed appointments, or testing failure, will be rescheduled and allocated to an available slot for testing at a later date.

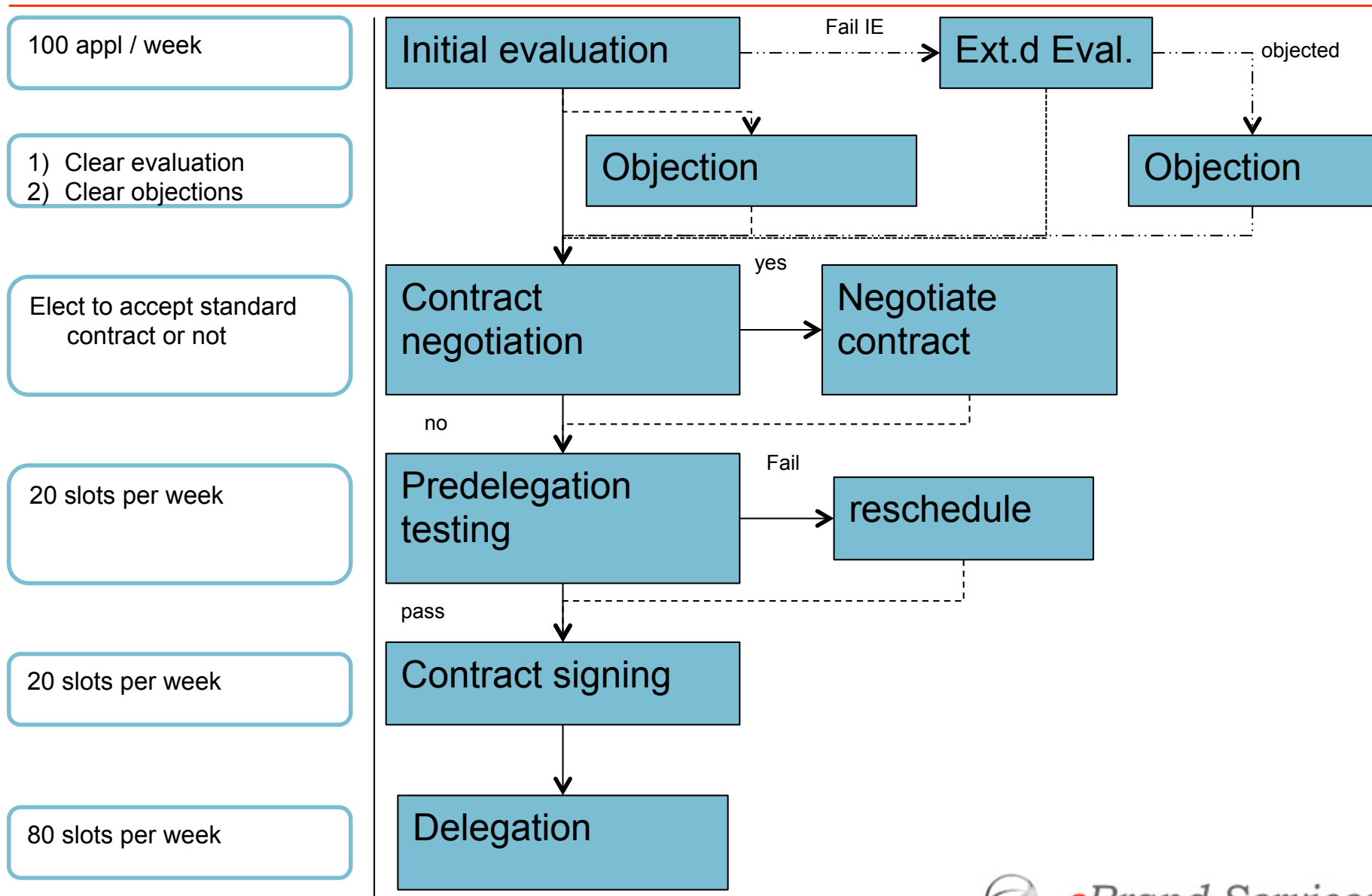
Step 4: Contract signing

- For those applicants that emerge from step 3 and accept ICANNs agreement, ICANN will proceed in executing the agreement.
- Contracts will begin execution following the ICANN 46: Beijing meeting (11th April).

IANA Delegation

- IANA will process on a first-come first-served basis.
- IANA will delegate the new gTLDs at a rate of 80 gtlds per month.
- Target is 1000 gTLDs per year.

Timeline process



Best Scenario Schedule

<ul style="list-style-type: none">● Initial Evaluation results (assuming that the first evaluation results will be published starting in late March and finishing in late June)	<ul style="list-style-type: none">● First TLDs● Last TLDs	<p>25th March 2013</p> <p>24th June 2013</p>
<ul style="list-style-type: none">● Objection● Standard Contract agreement	<ul style="list-style-type: none">● No● Yes	<p>1st April 2013</p>
<ul style="list-style-type: none">● Predelegation Testing	<ul style="list-style-type: none">● First TLDs:● Last TLDs:	<p>8th April 2013</p> <p>August 2014</p>
<ul style="list-style-type: none">● Contract signing	<ul style="list-style-type: none">● First TLDs:● Last TLDs:	<p>15th April 2013</p> <p>Sept. 2014</p>
<ul style="list-style-type: none">● Delegation	<ul style="list-style-type: none">● First TLDs:● Last TLDs:	<p>July 2013</p> <p>Dec. 2014</p>
<ul style="list-style-type: none">● Launch (assuming that the program can encounter some delay, that some IDNs launch can be delayed and that some applicant might not be ready to launch immediatly. It might be safe to consider (Q2/Q3 2013 as a plausible date for the first launches)	<ul style="list-style-type: none">● First TLDs:● Last TLDs:	<p>Sept. 2013</p> <p>2015</p>

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